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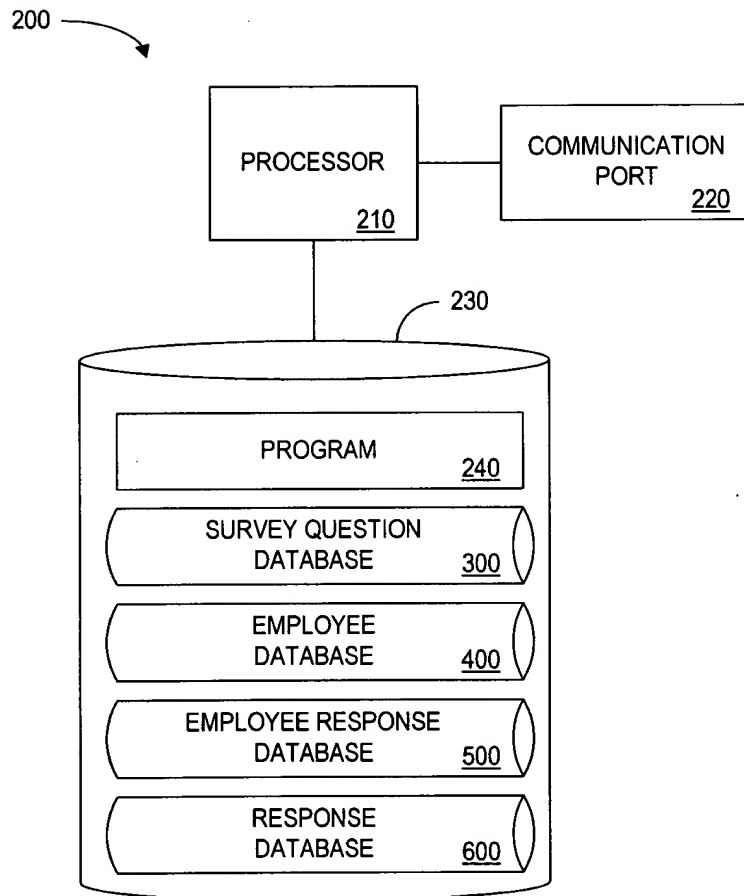


FIG. 2

400

EMPLOYEE IDENTIFIER 402	EMPLOYEE NAME 404	EMPLOYEE AUTHORITY LEVEL 406	EMPLOYEE CONSTRUCTED QUESTION(S) 408	EMPLOYEE ACCOUNT BALANCE 410
111-111-111	JOE JOHNSON	LOW	---	\$0.00
111-111-123	TINA TARATINO	HIGH	Q12352	\$15.00
222-111-111	CINDY LU	MEDIUM	---	1 HOUR BREAK
333-111-111	LARRY LEISURE	MANAGER	Q12350, Q12354	\$17.50

FIG. 4

[illegible]

500

EMPLOYEE RESPONSE IDENTIFIER 502	CONDITION(S) 504	EMPLOYEE RESPONSE 506
E0001	POSITIVE TONE; TRAINEE	"THANK YOU FOR YOUR INPUT AND FOR SHOPPING AT (STORE NAME)."
E0002	POSITIVE TONE; EXPERIENCED STAFF	THANK THE CUSTOMER.
E0003	NEGATIVE TONE; (PRODUCT) COMPLAINT; MANAGER	APOLOGIZE TO THE CUSTOMER. OFFER A 50%-OFF COUPON FOR (PRODUCT).
E0004	NEGATIVE TONE; STAFF COMPLAINT	APOLOGIZE TO THE CUSTOMER.
E0005	VERY NEGATIVE TONE; FREQUENT SHOPPER; STAFF COMPLAINT; MANAGER	APOLOGIZE TO THE CUSTOMER. CREDIT FREQUENT SHOPPER ACCOUNT BASED ON MANAGER DISCRETION
E0006	ANY TONE; PRODUCE SECTION; CLEAN-UP	THANK THE CUSTOMER FOR HIS/HER INPUT. ASK MANAGER TO DISPATCH EMPLOYEE TO CLEAN UP PRODUCE SECTION
E0007	POSITIVE TONE; STAFF COMPLIMENT; TRAINEE	"THANK YOU FOR YOUR FEEDBACK."
E0008	POSITIVE TONE; (PRODUCT) FEEDBACK	"THANK YOU FOR YOUR INPUT ON (PRODUCT). A 10%-OFF COUPON WILL PRINT OUT WITH YOUR RECEIPT."

FIG. 5

[illegible]

600

RESPONSE IDENTIFIER	QUESTION IDENTIFIER	EMPLOYEE IDENTIFIER	CUSTOMER IDENTIFIER	RESPONSE	CATEGORY
<u>602</u>	<u>604</u>	<u>606</u>	<u>607</u>	<u>608</u>	<u>610</u>
R7777	Q12345	111-111-111	-	YES, THE CHECKOUT LINES WERE TOO LONG.	STAFF; CHECKOUT
R7778	Q12346	111-111-123	-	YES, THE DETERGENT WAS EASY TO FIND.	STORE LAYOUT; HOUSEHOLD PRODUCTS
R7779	Q12347	333-111-111	222-222-222	NO, I WAS UNABLE TO FIND THE CLEAN-BRAND LAUNDRY DETERGENT.	STORE LAYOUT; HOUSEHOLD PRODUCTS
R7780	Q12345	333-111-111	-	EVERYTHING WAS VERY CONFUSING. I COULD NOT FIND THE PRODUCTS I WAS LOOKING FOR.	STORE LAYOUT
R7781	Q12348	333-111-111	122-123-123	JOHN, THE EMPLOYEE IN THE SHOE DEPARTMENT, WAS EXTREMELY RUDE TO ME. I WILL NEVER SHOP HERE AGAIN.	STAFF; SHOE DEPARTMENT
R7782	Q12350	-	-	NO, I GET MUCH BETTER BENEFITS IN YOUR COMPETITOR'S PROGRAM.	FREQUENT SHOPPER
R7783	Q12352	-	-	I BUY BIG-BRAND SOAP WEEKLY.	BIG-BRAND SOAP
R7783	Q12348	333-123-123	-	TERRIBLE. THE PRODUCE SECTION IS A COMPLETE MESS.	PRODUCE; STAFF; CLEAN-UP

FIG. 6A

600

	TONE 612	DETAILS 614	EMPLOYEE RESPONSE 616
	NEGATIVE	---	E0004
	POSITIVE	DETERGENT	---
	NEGATIVE	CLEAN-BRAND DETERGENT	E0003
	NEGATIVE	---	E0004
	VERY NEGATIVE	EMPLOYEE IDENTIFIER 555-222-111	E0005
	NEGATIVE	COMPETITION	E0004
	---	BIG-BRAND SOAP	E0008
	VERY NEGATIVE	PRODUCE	E0006

FIG. 6B

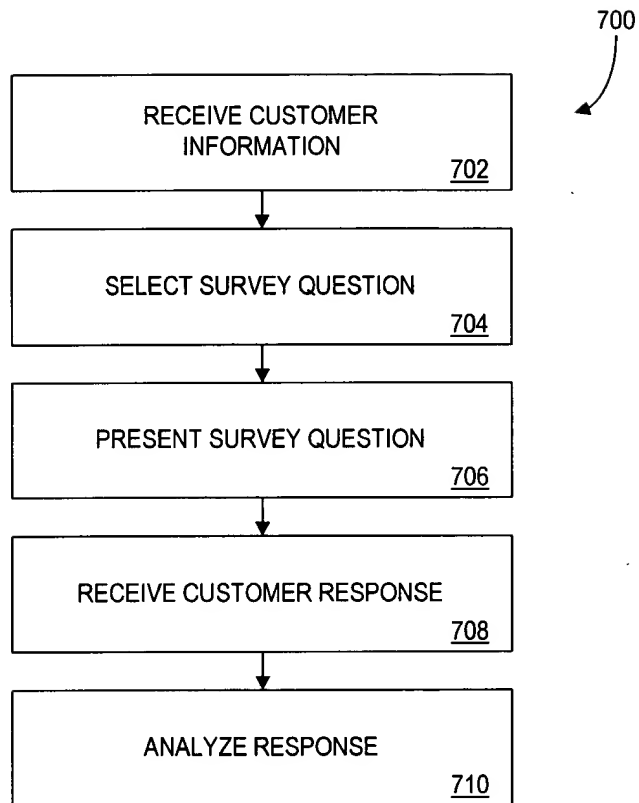


FIG. 7

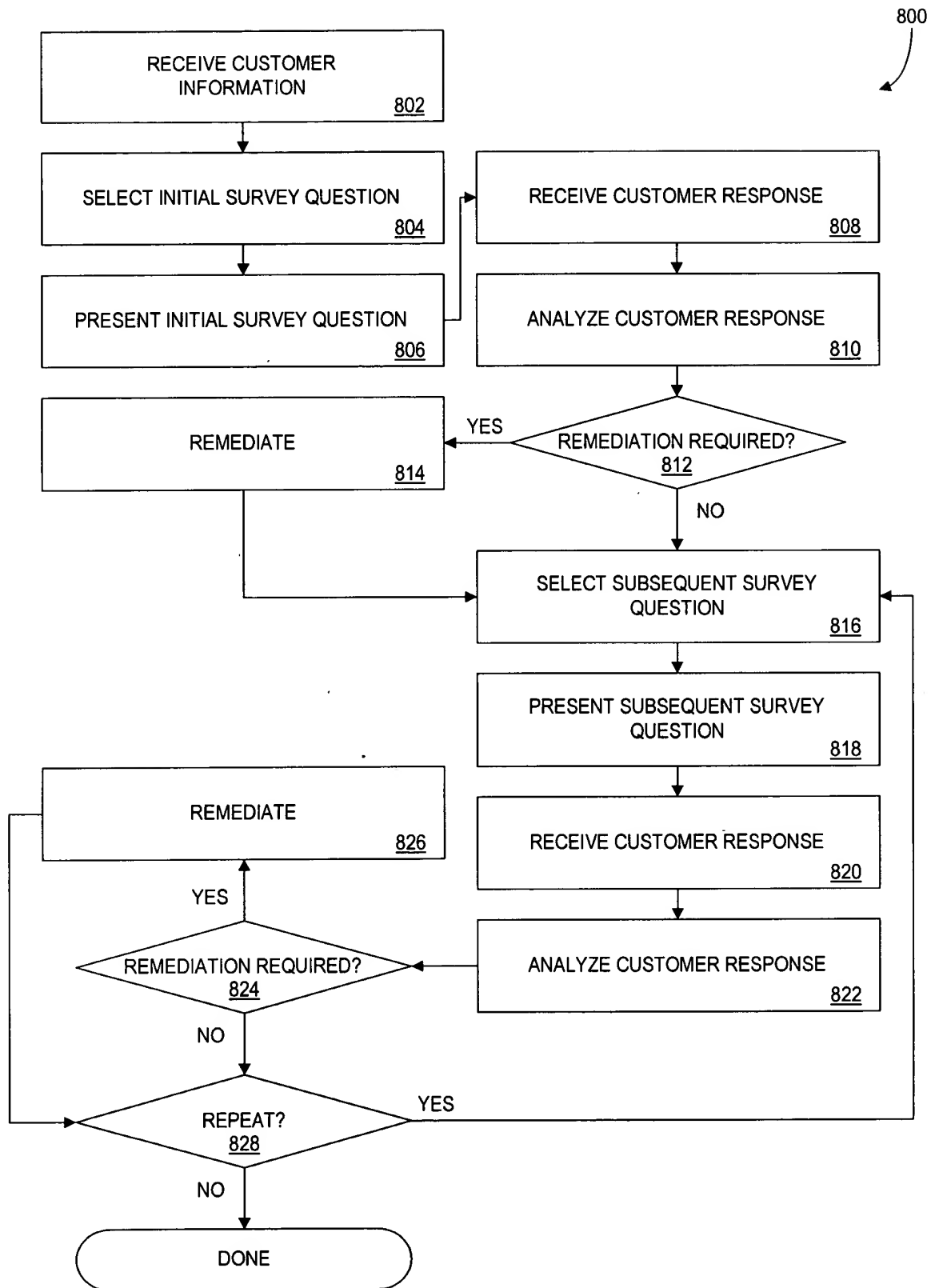
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FIG. 8